



WXYZ

# ORDER

Print Date 11/12/12

Page 1 of 2

Flight Dates **10/30/12-11/06/12**

Contract / Revision      **311028 /**

Original Date / Revision  
09/13/12    10/29/12

Advertiser **CARE for Michigan**

Agency    **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Product  
**CARE for Michigan**

Agency Com    15%

Billing Contact    **Pam Newby**

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1288**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	25	\$33,235.00	\$39,100.00	0.00	10/29/12	11/06/12	25	\$33,235.00	\$39,100.00
<b>Totals</b>	<b>25</b>	<b>\$33,235.00</b>	<b>\$39,100.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	11/02/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	- 1 - - 1 - -	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	---- 1 - -		1				\$700.00		0.00			
		Week: 11/06/12	11/12/12	- 1 - - - - -		1				\$700.00		0.00			
N 2	WXYZ	10/30/12	11/05/12	6am News M-F Action News 6am	CM	6-7am M-F	11 - 1 - - -	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11 - 1 - - -		3				\$1,500.00		0.00			
N 3	WXYZ	10/31/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- 11 - 1 - -	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00

Contract / Revision      **311028**      Flight Dates **10/30/12-11/06/12**

### Hiatus Dates

Original Date / Revision    09/13/12/    10/29/12

Order Sep 00:20:00

<u>Advertiser</u>	<b>CARE for Michigan</b>	<u>Product</u>	<b>CARE for Michigan</b>
-------------------	--------------------------	----------------	--------------------------

Estimate #      **1288**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/31/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- 11- 1- -	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	-- 1- 1- -	2		\$1,600.00	0.00							
Week:		11/06/12	11/12/12	- 1- - - -	1		\$1,600.00	0.00							
N 4	WXYZ	10/30/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	11- 1- - -	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	11- 1- - -	3		\$1,000.00	0.00							
N 5	WXYZ	10/31/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	- - 1- 1- -	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	- - 1- 1- -	2		\$1,800.00	0.00							
N 6	WXYZ	10/30/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	- - - - - 1	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	- - - - - 1	1		\$4,000.00	0.00							
N 7	WXYZ	10/31/12	11/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-1	- 1- - - -	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	1- 1- - - -	2		\$2,000.00	0.00							
N 8	WXYZ	11/03/12	11/03/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	- - - - - S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	- - - - - S-	1		\$900.00	0.00							
N 9	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	- - - - - S	1		\$900.00	0.00							
N 10	WXYZ	11/04/12	11/04/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	- - - - - S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,0

Totals	25	\$39,100.00
--------	----	-------------